



# **Economics, environment, emergencies: The case for DAB+**

Patrick Hannon - President, WorldDAB

ABU / ASBU / WorldDAB Technical Workshop – July 2023

## Broadcast radio offers a unique set of benefits



- News and local culture
- Free to air
- Reliable in emergencies

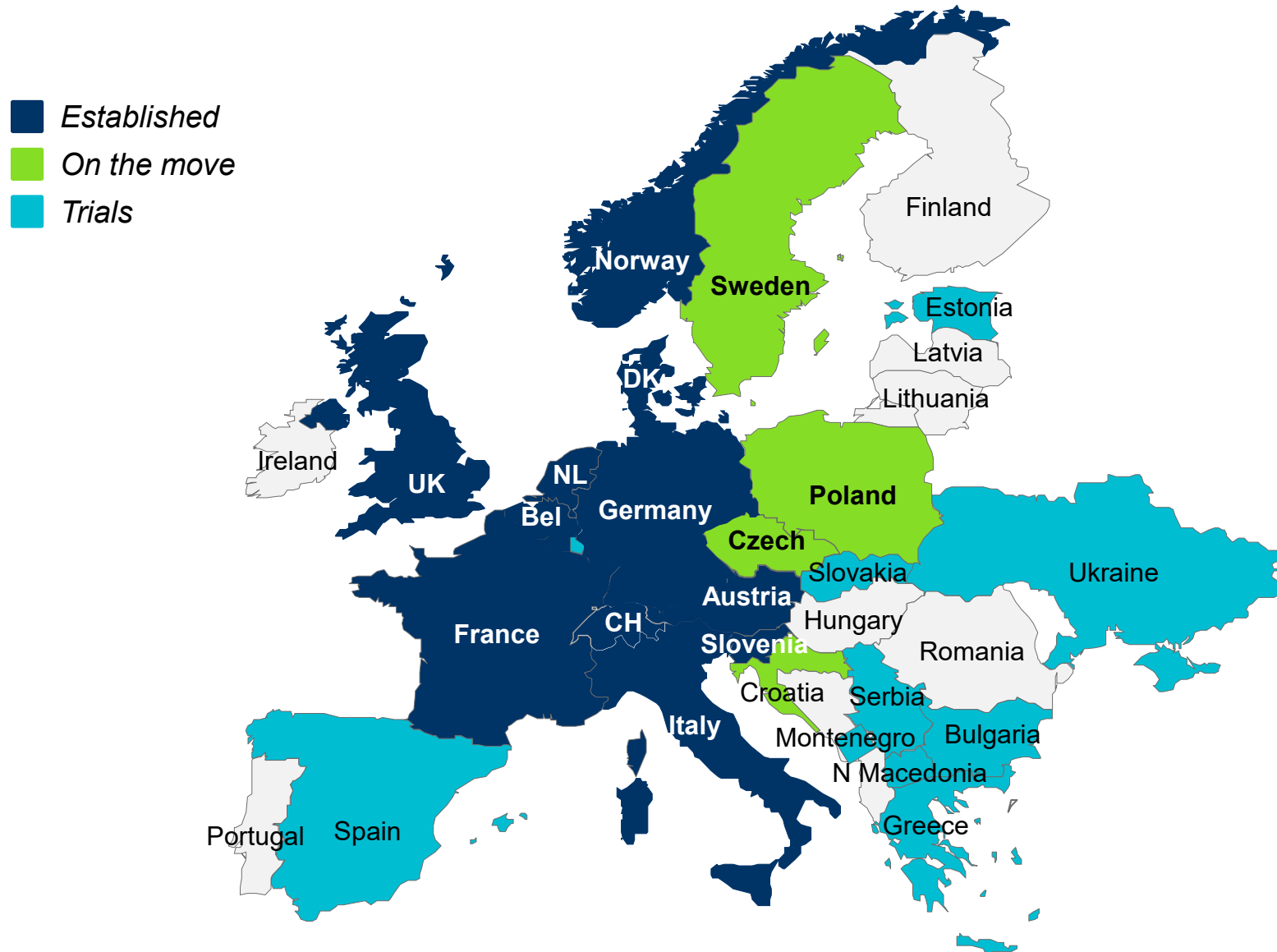
# The world of audio is changing



- New (digital) services are being developed
- Consumer preferences are shifting
- Competition is being transformed

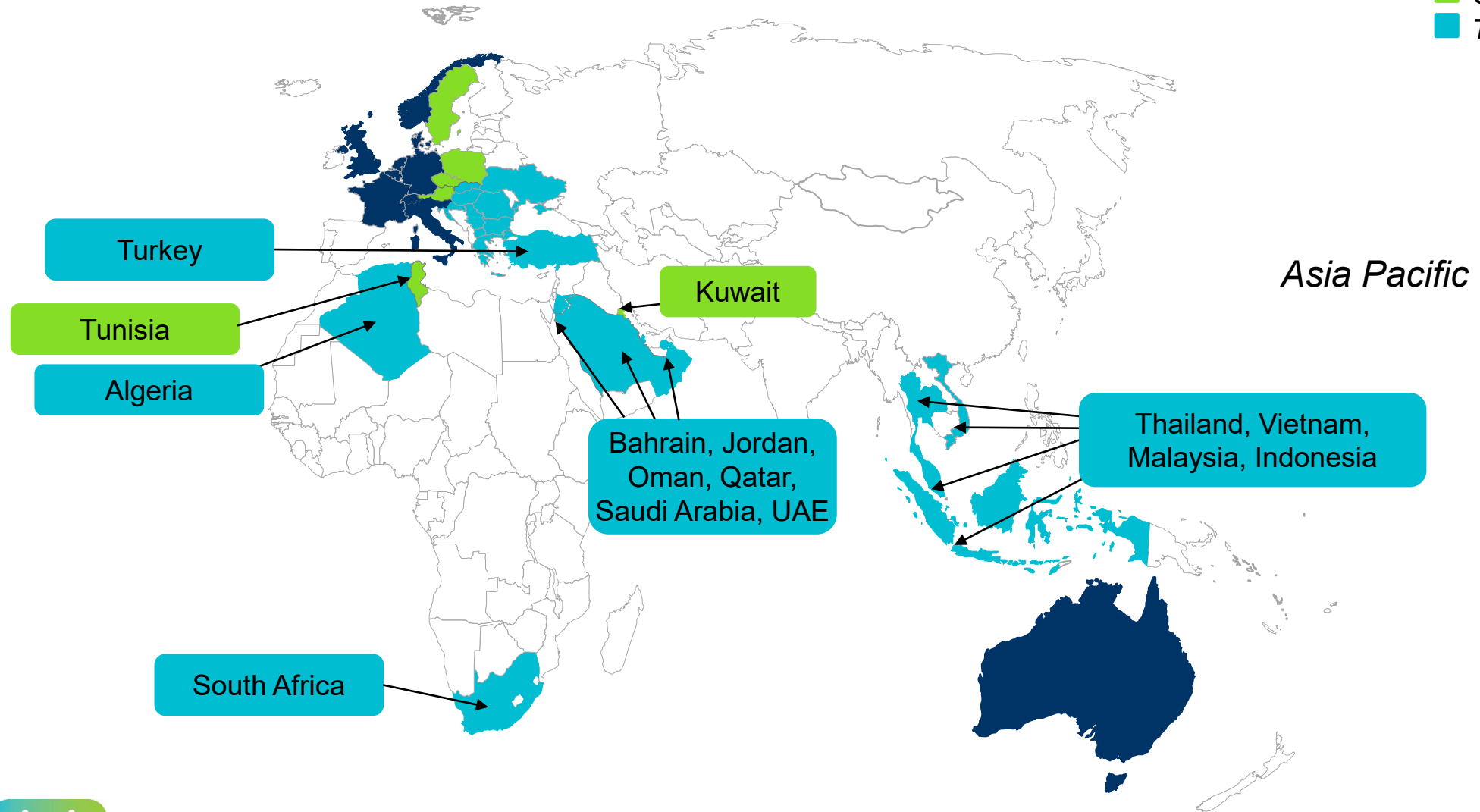
**Essential to have a strategy  
for broadcast radio**

# In Europe, DAB+ is established as the core future platform for radio



# Asia and Africa are now assessing the opportunity for DAB+

- Established
- On the move
- Trials

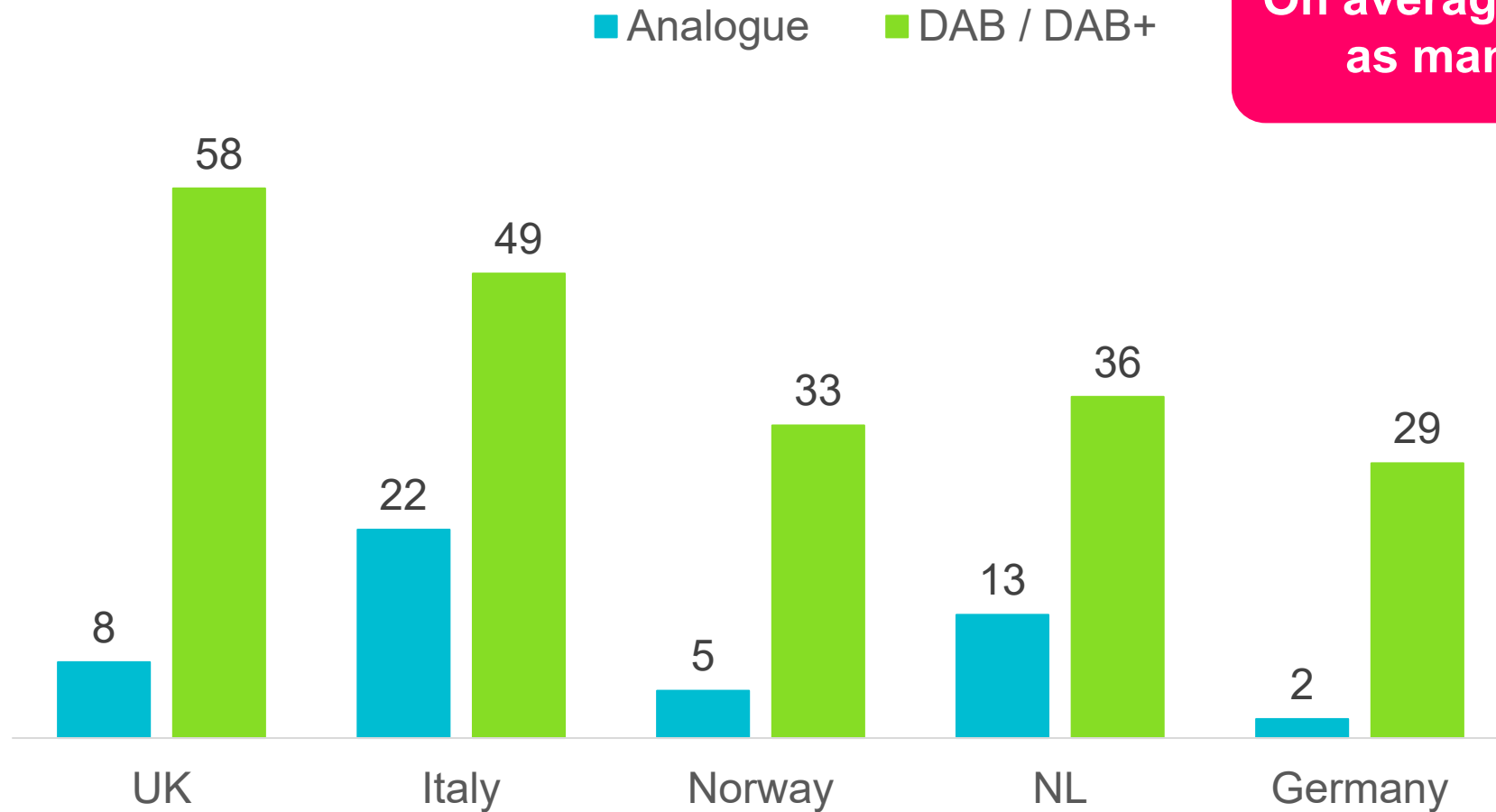


# Why DAB+?

## #1 Listener & broadcaster benefits

# For listeners, DAB+ offers greater choice

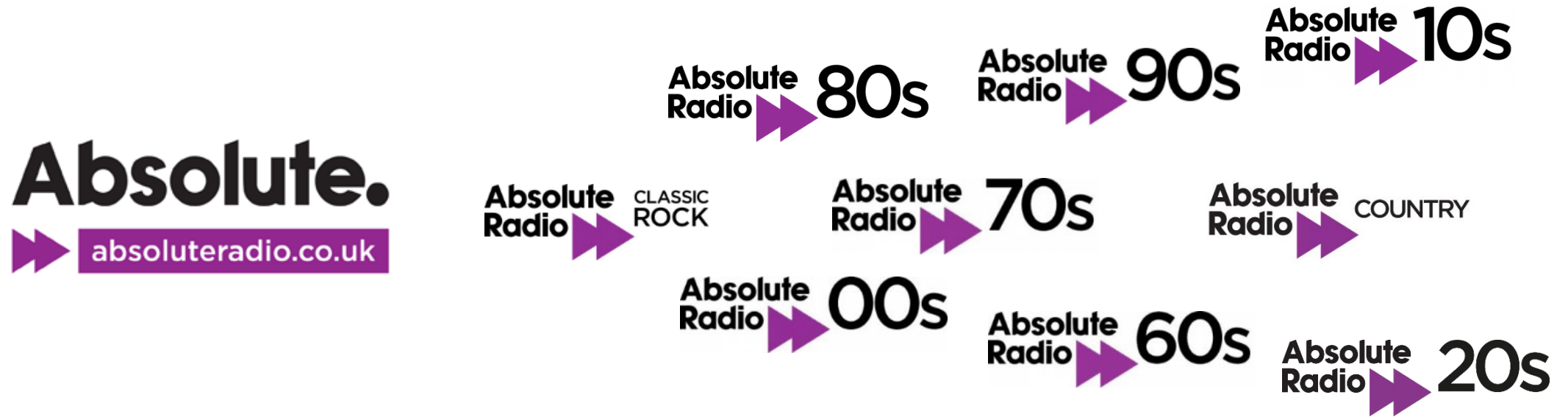
## National radio services



On average, seven times as many services

# For broadcasters, DAB+ offers opportunities to innovate

## Brand extensions



**Audience has tripled:  
1.7 million (Q1 12) to 5.1 million (Q2 22)**



# Opportunities to extend reach

## LBC expansion – from London to UK



### Analogue

- LBC – for 40 years, a London radio station (news / talk)
- Audience 2014: 1.1 million

### Analogue plus digital

- February 2014 launched on national DAB+
- Audience today: 3.3 million (3x)

# DAB offers “now playing” info, station logos and voice control



- Information about song and artist
- Station logos
  - different sizes
  - important in cars
- DAB stations can be chosen via voice commands using phonemes

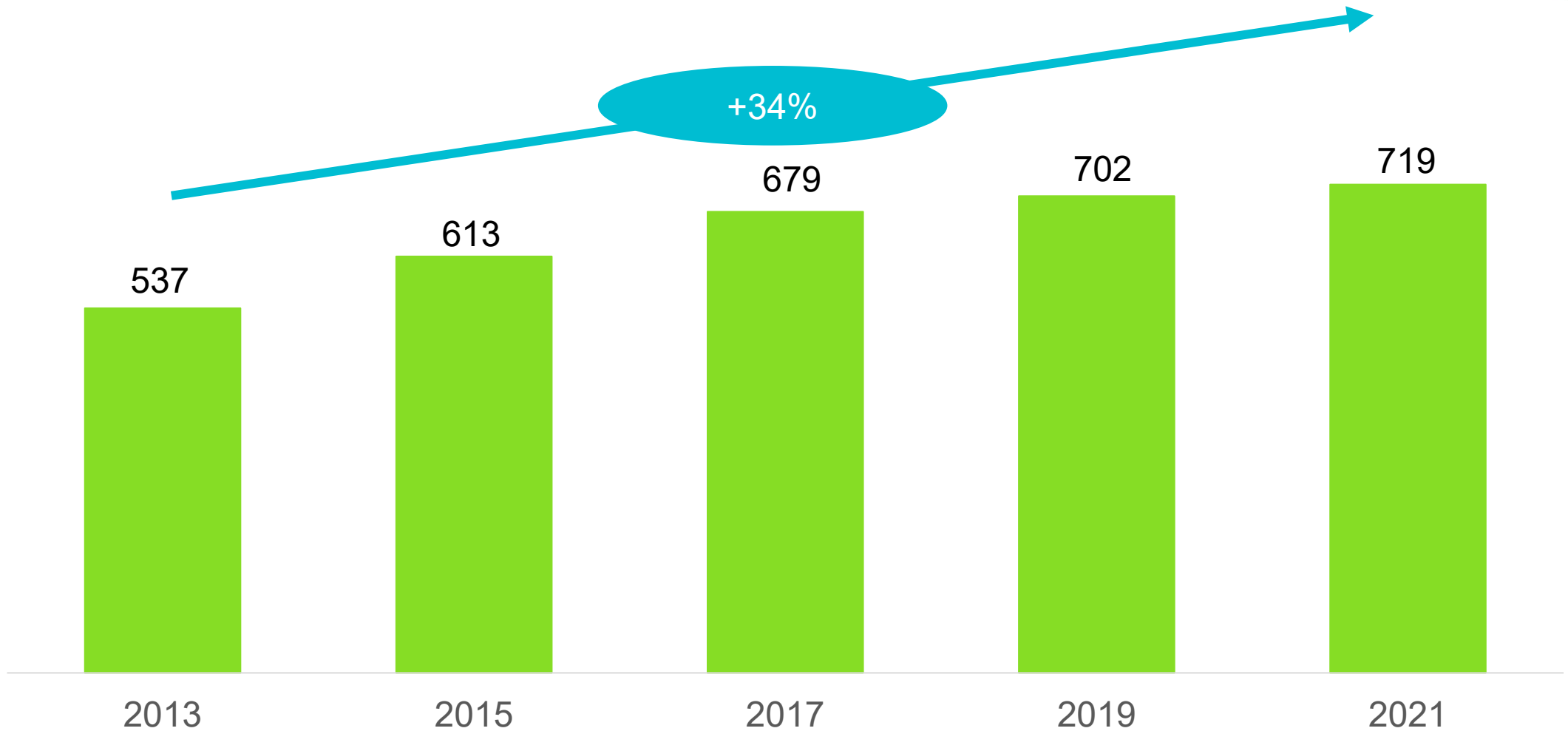
**Listeners value increased choice**

**22 million people**

**in UK, listen to services not available to them on  
analogue radio**

# Incremental reach drives commercial revenues

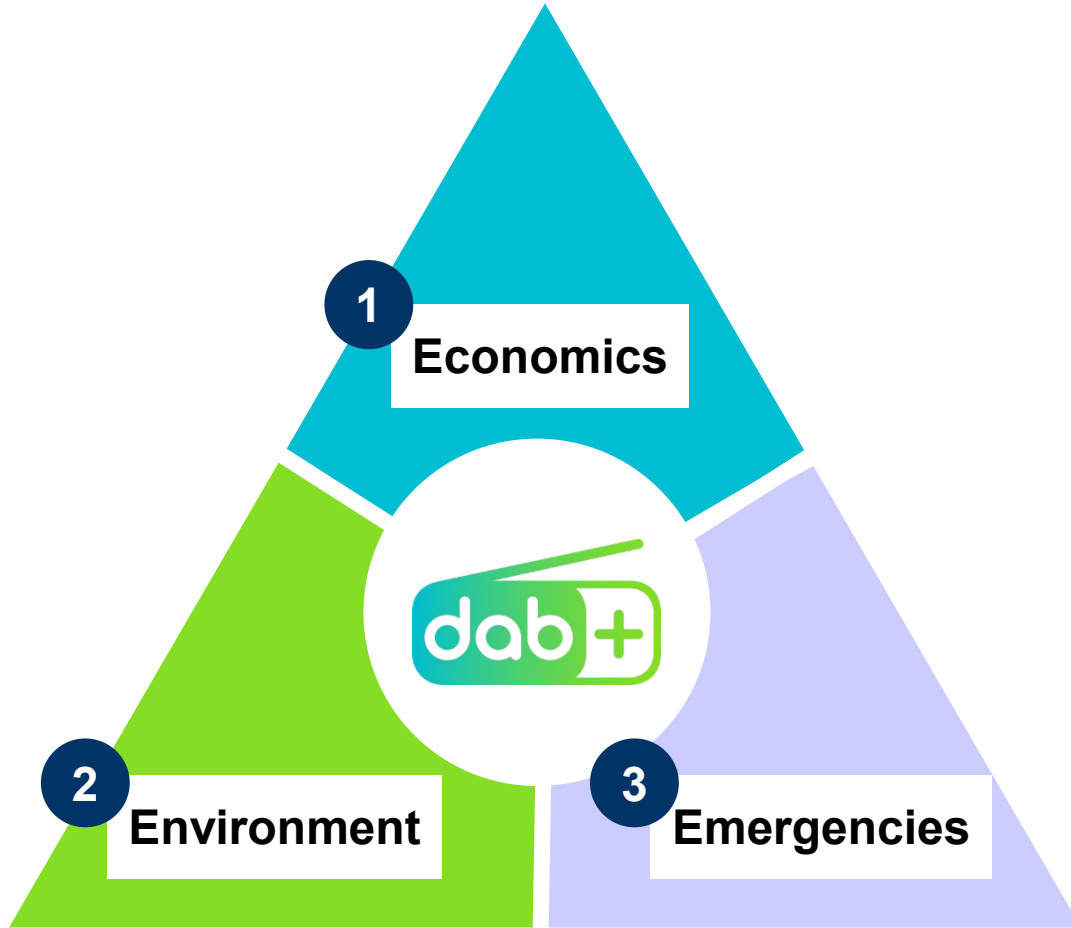
UK radio advertising revenues, £ million



# Why DAB+?

## #2 Economics, environment and emergencies

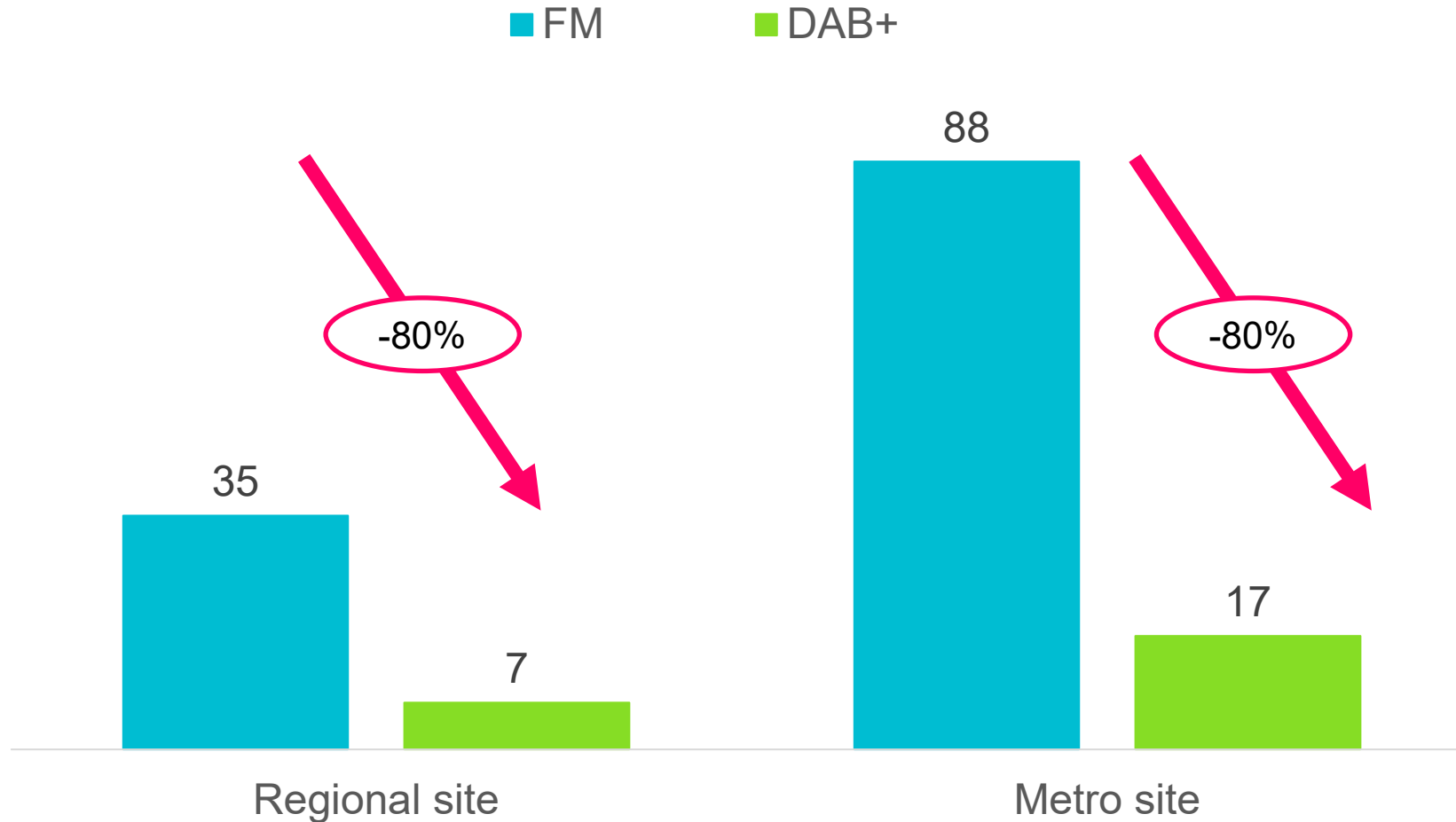
# Three macro reasons for DAB+



- **Economics:** costs of distribution lower than FM
- **Environment:** energy requirements lower than any other platform
- **Emergencies:** resilience – especially out of home

# Economics: cost per service far lower than FM

Annual cost to broadcasters of transmission per service<sup>1</sup>, US\$k



Source: Total operating costs sourced from broadcasters and network operators

Note (1) Operating costs for DAB+ assumes 18 services on multiplex; opex includes site and tower leases, power, telco, maintenance, monitoring and support costs

# Economics: small scale DAB - additional savings



## Small scale / low cost DAB

Proudly bringing small-scale  
DAB to the Big Cities!

- Edinburgh - Awarded!
- Cardiff - Awarded!

**niocast  
digital**

In Partnership with Dee Radio Group, Radio Cardiff & SAM Radio

The advertisement features a dark background with a city skyline silhouette at the bottom. The text is white and yellow. The 'niocast digital' logo is prominent in the center-right.

- Lowest cost approach to DAB
  - based on open software
  - on air in UK, Switzerland, Denmark
- Lowers barriers to adoption
  - small stations in developed markets
  - new countries taking first steps



# Environment: DAB+ is the green solution



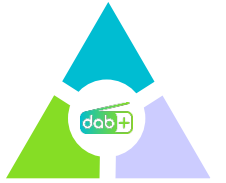
- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM<sup>1</sup>

# Emergencies – DAB+ is resilient



- Broadcast radio - reliable in times of emergency
- Text and images as well as audio
- Mobile services less robust

# Germany proposing DAB+ as part of national warning infrastructure



- German authorities and broadcasters discussing role for DAB+
- German radio industry publishes proposal (Sept 2022)

# Resilience of DAB+ recognised by European Union



- European Union mandate (EECC): new car radios must have digital terrestrial
- Reliability in emergencies an important factor in this decision

**DAB+ is a standard feature in European cars**

**Has never been easier for new  
markets to launch DAB+**

**96% of new  
cars with DAB+**

# Summary

- 1 Radio needs a strategy for the digital age
- 2 DAB+ provides solutions for listeners, broadcasters and society
- 3 Now is the perfect time to commit – WorldDAB ready to support

# Thank you